

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of claims

1-25. (Canceled)

26. (Previously Presented) A method by which a fuel retailer can maintain a posted street price for fuel while offering to identified customers, prices that are different from the posted street price, said method comprising the steps of:

- posting the street price on a fuel dispenser;
- inputting customer identification information through an input device;
- associating with the customer identification information, a price-per-unit (PPU) difference from the posted street price of the fuel; and
- applying the associated PPU difference to the posted street price to arrive at a discounted PPU for the customer.

27. (Previously Presented) The method of claim 26 wherein the step of inputting customer identification information includes inputting customer identification information through an input device selected from the group consisting of:

- a magnetic card reader;
- a bar code reader;
- a personal identification number (PIN) entry pad; and
- a radio frequency identification (RFID) device.

28. (Previously Presented) The method of claim 26 wherein the step of associating a PPU difference with the customer identification information includes associating a PPU difference earned through a customer loyalty program.

29. (Previously Presented) The method of claim 26 wherein the step of associating a PPU difference with the customer identification information includes associating a PPU difference earned through a membership in a particular organization.

30. (Previously Presented) The method of claim 26 wherein the step of associating the PPU difference with the customer identification information includes associating a unique PPU difference for each individual customer.

31-32. (Canceled)

33. (Previously Presented) The method of claim 26 wherein the step of associating with the customer identification information, a price-per-unit (PPU) difference from the posted street price of the fuel includes associating a different PPU difference for each grade of fuel.

34. (Previously Presented) A system for maintaining a posted street price for fuel by a fuel retailer while offering to an identified customer, prices that are different from the posted street price, said system comprising:

- a fuel dispenser having a display for posting the street price;

- an input device for inputting customer identification information;

- a database that stores a plurality of predetermined prices-per-unit (PPUs) for the fuel; and

- a processor that associates with the customer identification information, one of the predetermined PPUs from the database, and applies the associated predetermined PPU to a fuel sales transaction with the customer.

35. (Previously Presented) The system of claim 34 wherein the processor also controls the display on the fuel dispenser to display a street price equal to the associated predetermined PPU during the fuel sales transaction with the customer.

36-39. (Canceled)

40. (Previously Presented) A method of providing a discount on a desired product or service to a customer who purchases at least one cross-marketed product or service, said method comprising the steps of:

awarding a first discount amount on the desired product to the customer based on a purchase by the customer of a first cross-marketed product or service;

assigning a customer identification to the customer;

storing the first discount amount in a discounts issued database that associates the first discount amount with the customer identification;

inputting by the customer in a subsequent transaction, the customer identification;

retrieving the first discount amount from the discounts issued database; and

reducing the price of the desired product or service by the first discount amount.

41. (Canceled)

42. (Previously Presented) The method of providing a discount on a desired product or service of claim 40 wherein the desired product or service is gasoline, and the first discount amount is a discount on the price-per-unit-volume of gasoline.